

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims in accordance with the following:

1-13. (CANCELLED)

14. (CURRENTLY AMENDED) A point management system employing a computer for managing points issued to each customer and providing an electronic information service which is available with the customer's cumulative issued points, and connected via a communication circuit to a customer terminal for displaying the electronic information, comprising:

a point issue unit issues points to a customer according to a transaction performed by the customer;

a point calculating unit updates the customer's cumulative issued points, converts predetermined points into a time period associated with providing the electronic information service, and decreases the customer's cumulative issued points according to a time spent for providing the electronic information service in response~~according~~ to the customer's request by redeeming the customer's cumulative issued points; ~~[[and]]~~

a service providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service to the customer terminal through ~~a~~the communication circuit; and

wherein the point ~~accumulation~~calculating unit provides information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service is provided to the customer terminal.

15. (CANCELLED)

16. (CANCELLED)

17. (CURRENTLY AMENDED) A method of point management for managing points issued to each customer and providing an electronic information service which is available with the customer's cumulative issued points, to a customer terminal connected via a communication circuit for displaying the electronic information comprising:

issuing points to a customer according to a transaction performed by the customer;

calculating the customer's cumulative issued points, converting predetermined points into a time period associated with providing the electronic information service, and decreasing the customer's cumulative issued points according-in response to a time spent for providing the electronic information service according to the customer's request by redeeming the customer's cumulative issued points; [[and]]

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a the customer terminal through a the communication circuit; and

providing information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service is provided to the customer terminal.

18. (CANCELLED)

19. (CANCELLED)

20. (CURRENTLY AMENDED) A point management apparatus for managing points issued to each customer and providing an electronic information service which is available with the customer's cumulative issued points, , and connected via a communication circuit to a customer terminal for displaying the electronic information, comprising:

a point issue unit issues points to a customer according to a transaction performed by the customer;

a point calculating unit updates the customer's cumulative issued points, converts predetermined points into a time period associated with providing the electronic information service, and decreases the customer's cumulative issued points according to a time spent for

providing the electronic information service ~~according-in response~~ to the customer's request by redeeming the customer's cumulative issued points; ~~[[and]]~~

a service providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service to the customer terminal through ~~a-the~~ communication circuit; and

wherein the point ~~accumulation-calculating~~ unit provides information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service is provided to the customer terminal.

21. (CANCELLED)

22. (CANCELLED)

23. (CURRENTLY AMENDED) A computer readable recording medium having a program stored therein to cause a point management system connected to a customer terminal via communication~~[[,]]~~ circuit to execute operations, said operations comprising:

issuing points to a customer according to a transaction performed by the customer;

calculating the customer's cumulative issued points, ~~converts-converting~~ predetermined points into a time period associated with providing an electronic information service, and decreasing the customer's cumulative issued points according to a time spent for providing ~~thean~~ electronic information service ~~according-in response~~ to the customer's request by redeeming the customer's cumulative issued points; and

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to the customer terminal through ~~thea~~ communication circuit; and

providing information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service is provided to the customer terminal.

24. (CANCELLED)

25. (CANCELLED)

26. (CURRENTLY AMENDED) A computer readable recording medium having a program stored therein to cause a point management system to execute operations, said operations comprising:

converting cumulative points issued to a customer to a time period value during which an electronic service may be transmitted ~~according~~ in response to a request by the customer by redeeming the points; and

decreasing predetermined points in proportion to a lapse of the time period during which the electronic service is transmitted to the customer as requested, where the electronic service transmits at least any of video information, voice information, software information, music information and database information to a terminal of the customer.